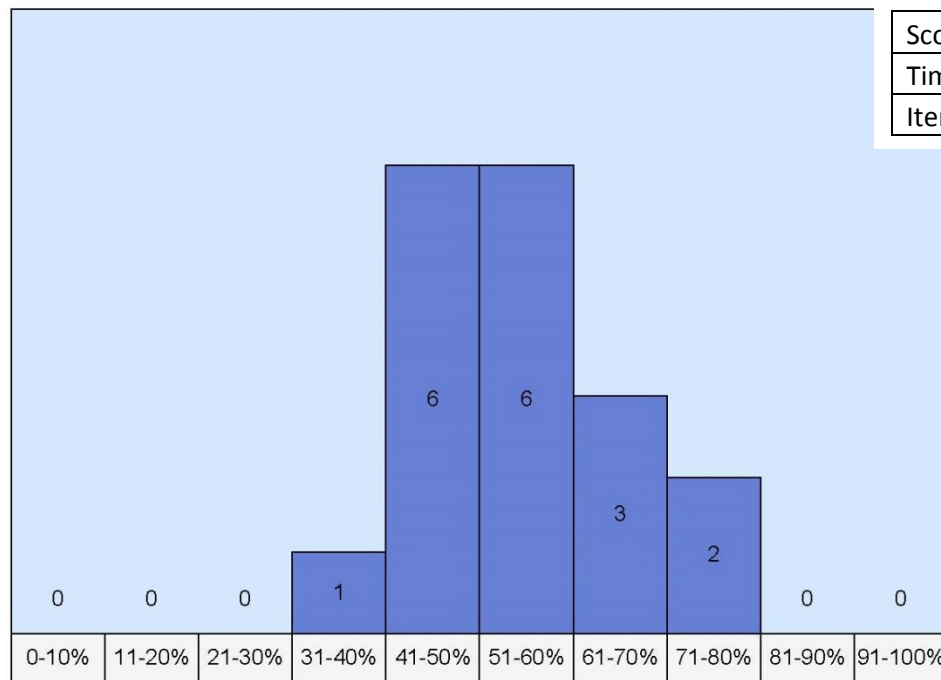




# 2013-14 State Results

## Entrepreneurship

18 Participants



|                | Min      | Max      | Mean     |
|----------------|----------|----------|----------|
| Score          | 40       | 74       | 56.33    |
| Time           | 00:14:52 | 00:59:36 | 00:43:02 |
| Items Answered | 100      | 100      | 100      |

**Average Score: 56.3**  
**Cut Score: 65**  
**Pass Percentage: 27.8%**

Assessment: Entrepreneurship  
Accumulated Results

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| <b>1) CONTENT STANDARD 1.0 : EXPLAIN THE ROLE OF BUSINESS IN SOCIETY</b>                               | <b>54.32%</b> |
| 1) Performance Standard 1.1 : INVESTIGATE TRENDS IN GLOBAL COMMERCE                                    | 66.67%        |
| 1) 1.1.1 Assess global trends and opportunities  | 61.11%        |
| 3) 1.1.3 Determine the impact of cultural, political and social environments on international trade    | 72.22%        |
| 2) Performance Standard 1.2 : UNDERSTAND THE ROLE OF RESEARCH AND ANALYSIS IN BUSINESS DECISION MAKING | 57.41%        |
| 2) 1.2.2 Explore and demonstrate effective business research techniques                                | 100.00%       |
| 3) 1.2.3 Define areas of analysis for industry and market research                                     | 5.56%         |
| 4) 1.2.4 Demonstrate problem-solving skills based on research and analysis                             | 66.67%        |
| 3) Performance Standard 1.3 : ASSESS ISSUES AND TRENDS IN BUSINESS                                     | 49.38%        |
| 1) 1.3.1 Investigate various types of business structures  | 27.78%        |
| 2) 1.3.2 Describe the impact of the Internet on business   | 69.44%        |
| 3) 1.3.3 Evaluate the effect of technological advancements on business                                 | 61.11%        |
| 4) 1.3.4 Assess impact of government actions on business ventures                                      | 42.59%        |
| 4) Performance Standard 1.4 : UNDERSTAND THE IMPORTANCE OF SUSTAINABILITY IN BUSINESS                  | 56.94%        |
| 1) 1.4.1 Examine the definition of sustainability  | 69.44%        |
| 3) 1.4.3 Assess the impact of technology on sustainability   | 16.67%        |
| 4) 1.4.4 Evaluate the economics of sustainable business models   | 72.22%        |
| <b>2) CONTENT STANDARD 2.0 : UNDERSTANDING THE TRAITS AND CHARACTERISTICS OF ENTREPRENEURS</b>         | <b>74.44%</b> |
| 1) Performance Standard 2.1 : UNDERSTAND DESIRABLE ENTREPRENEURIAL TRAITS                              | 76.85%        |
| 1) 2.1.1 Determine interests and personal capabilities   | 91.67%        |
| 2) 2.1.2 Assess impact of taking risk in business  | 66.67%        |
| 4) 2.1.4 Conduct self-assessment to determine entrepreneurial potential and risk tolerance             | 77.78%        |
| 2) Performance Standard 2.2 : RECOGNIZE THE ROLE OF ENTREPRENEURS IN SOCIETY                           | 66.67%        |
| 1) 2.2.1 Compare and contrast social and traditional entrepreneurship skills                           | 66.67%        |
| 3) Performance Standard 2.3 : UNDERSTAND THE CREATIVE PROCESS AND IDEA GENERATION                      | 72.22%        |
| 1) 2.3.1 Describe idea generation methods  | 83.33%        |
| 3) 2.3.3 Assess opportunities for new business venture   | 66.67%        |
| <b>3) CONTENT STANDARD 3.0 : UNDERSTAND BASIC BUSINESS FUNCTIONS</b>                                   | <b>50.00%</b> |
| 1) Performance Standard 3.1 : UNDERSTAND THE RELATIONSHIP BETWEEN MISSION, VISION AND VALUES           | 56.48%        |
| 1) 3.1.1 Identify core values  | 27.78%        |
| 2) 3.1.2 Describe company purpose  | 63.89%        |
| 3) 3.1.3 Create a mission statement  | 77.78%        |
| 2) Performance Standard 3.2 : UNDERSTAND BUSINESS MODEL DESIGN   | 50.93%        |
| 1) 3.2.1 Compare and contrast different types of business ownership                                    | 44.44%        |
| 2) 3.2.2 Describe a business model   | 69.44%        |

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| 5) 3.2.5 Describe the elements of a business plan  | 38.89% |
| 3) Performance Standard 3.3 : UNDERSTAND THE ROLE AND FUNCTION OF FINANCE AND ACCOUNTING                 | 41.27% |
| 1) 3.3.1 Explain the function of financial goals and forecasting   | 55.56% |
| 4) 3.3.4 Explain traditional and non-traditional sources of financial assistance available to businesses | 11.11% |
| 5) 3.3.5 Identify and evaluate risks associated with obtaining business credit                           | 36.11% |
| 6) 3.3.6 Explain and calculate the time value of money   | 33.33% |
| 7) 3.3.7 Describe the importance of personal credit history  | 61.11% |
| 4) Performance Standard 3.4 : UNDERSTAND THE ROLE AND FUNCTION OF HUMAN RESOURCES                        | 48.15% |
| 1) 3.4.1 Explain the role of human resources in business operations                                      | 66.67% |
| 2) 3.4.2 Describe the hiring/firing process  | 38.89% |
| 5) Performance Standard 3.5 : IDENTIFY AND UNDERSTAND THE GOVERNING METRICS                              | 61.11% |
| 2) 3.5.2 Determine appropriate metrics for a particular business   | 27.78% |
| 3) 3.5.3 Describe methods to obtain financial and non-financial metrics                                  | 94.44% |
| 4) CONTENT STANDARD 4.0 : DEVELOP A MARKETING PLAN   | 59.88% |
| 1) Performance Standard 4.1 : EVALUATE MARKET OPPORTUNITY  | 56.67% |
| 1) 4.1.1 Determine the initial feasibility of proposed product/service                                   | 66.67% |
| 2) 4.1.2 Determine market segments   | 27.78% |
| 3) 4.1.3 Select target markets   | 61.11% |
| 2) Performance Standard 4.2 : CREATE AND POSITION THE BRAND  | 59.72% |
| 1) 4.2.1 Create a brand name and logo  | 33.33% |
| 2) 4.2.2 Determine the unique selling proposition  | 61.11% |
| 3) 4.2.3 Develop strategies to position the product  | 72.22% |
| 3) Performance Standard 4.3 : SELECT PRICING AND DISTRIBUTION STRATEGIES                                 | 83.33% |
| 1) 4.3.1 Evaluate pricing strategies   | 77.78% |
| 2) 4.3.2 Calculate the breakeven point   | 86.11% |
| 4) Performance Standard 4.4 : PROMOTE THE BRAND  | 50.93% |
| 1) 4.4.1 Describe the elements of the promotion mix  | 47.22% |
| 2) 4.4.2 Differentiate various advertising media   | 55.56% |
| 4) 4.4.4 Discuss the role of social media in product promotion   | 83.33% |
| 5) 4.4.5 Prepare a promotional budget  | 36.11% |
| 5) CONTENT STANDARD 5.0 : UNDERSTAND BASIC ECONOMICS   | 65.87% |
| 1) Performance Standard 5.1 : RECOGNIZE BASIC PRINCIPLES OF ECONOMICS                                    | 75%    |
| 2) 5.1.2 Assess impact of government actions on business ventures  | 69.44% |
| 4) 5.1.4 Explain the principles of supply and demand   | 77.78% |
| 6) 5.1.6 Explain the concept of competition and private enterprise                                       | 83.33% |
| 2) Performance Standard 5.2 : EXAMINE COST PROFIT RELATIONSHIPS  | 44.44% |
| 1) 5.2.1 Describe the law of diminishing returns   | 5.56%  |
| 4) 5.2.4 Evaluate the effect of price fluctuations in the market   | 83.33% |

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| 3) Performance Standard 5.3 : EVALUATE TRENDS AND INDICATORS                       | 72.22%        |
| 3) 5.3.3 Determine the impact of business cycles on business activities            | 72.22%        |
| <b>6) CONTENT STANDARD 6.0 : LEGAL, ETHICAL AND SOCIAL RESPONSIBILITY</b>          | <b>66.67%</b> |
| 2) Performance Standard 6.2 : UNDERSTAND ASSET PROTECTION                          | 66.67%        |
| 4) 6.2.4 Describe elements of a business contract                                  | 66.67%        |
| <b>7) CONTENT STANDARD 7.0 : CREATE A BUSINESS PLAN</b>                            | <b>47.35%</b> |
| 1) Performance Standard 7.1 : PRODUCE THE INTRODUCTORY ELEMENTS OF A BUSINESS PLAN | 50%           |
| 1) 7.1.1 Explore the purpose and function of a business plan                       | 50.00%        |
| 5) 7.1.5 Describe management team and company structure                            | 50.00%        |
| 2) Performance Standard 7.2 : FORMULATE A MARKETING PLAN                           | 22.22%        |
| 1) 7.2.1 Identify and assess the target market                                     | 13.89%        |
| 4) 7.2.4 Formulate an estimate of annual sales.                                    | 33.33%        |
| 6) 7.2.6 Describe distribution channels  | 27.78%        |
| 3) Performance Standard 7.3 : CONSTRUCT AN OPERATIONS PLAN                         | 50%           |
| 1) 7.3.1 Determine labor requirements  | 72.22%        |
| 3) 7.3.3 Describe the structure of the supply chain                                | 38.89%        |
| 5) 7.3.5 Project operating costs   | 38.89%        |
| 4) Performance Standard 7.4 : PREPARE THE FINANCIAL PLAN                           | 43.75%        |
| 1) 7.4.1 Calculate startup costs and determine financing needs                     | 38.89%        |
| 2) 7.4.2 Calculate operating and overhead costs                                    | 33.33%        |
| 3) 7.4.3 Develop a budget and estimate cash flow needs for five years              | 63.89%        |
| 4) 7.4.4 Create a balance sheet and income statements                              | 25.00%        |
| 5) 7.4.5 Describe considerations in selecting capital resources                    | 66.67%        |
| 5) Performance Standard 7.5 : PRESENT THE PLAN                                     | 76.39%        |
| 1) 7.5.1 Prepare professional hard copy business plan                              | 83.33%        |
| 2) 7.5.2 Prepare digital visuals for presentation                                  | 77.78%        |
| 4) 7.5.4 Develop appropriate materials for distribution                            | 72.22%        |
| 5) 7.5.5 Present the business plan in a professional manner                        | 72.22%        |